ORDER

WKYC

Orders

Order / Rev:	**713791**		
Alt Order #:	06315539		
Product Desc:	AMER PET INT 2012-FH		
Estimate:	1430		
Flight Dates:	11/12/12 - 11/18/12	Primary AE:	Joe Knauer
Original Date / Rev:	09/14/12 / 09/14/12	Sales Office:	T-WAS
Order Type:	Political	Sales Region:	NAT

Agency

Name:	**Strategic Media Services**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K Street NW Suite 200	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**American Petroleum Institute**		
Demographic:	A35+	New Business Thru:	
Product Codes:	Gas & Oil/Petro Prdts	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/18/12	26	$19,425.00	$16,511.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	$19,425.00	$16,511.25	0.00
Totals	26	$19,425.00	$16,511.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	$19,425.00
Market	100%	$64,750.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBNX	18%	$11,655.00
WEWS	20%	$12,950.00
WJW	0%	$0.00
WOIO	31%	$20,072.50
WUAB	1%	$647.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/12/12	11/16/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	$1,000.00	P-5	0.00	NM	5	$5,000.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	11/12/12	11/18/12	MTWTF--	5	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	11/12/12	11/16/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	$525.00	P-5	0.00	NM	5	$2,625.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	11/12/12	11/18/12	MTWTF--	5	$525.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	11/12/12	11/16/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00	NM	5	$2,500.00

1 X PER DAY

Order / Rev:	713791	Advertiser:	American Petroleum Institute	
Alt Order #:	06315539	Product Desc:	AMER PET INT 2012-FH	**WKYC**
Flight Dates:	11/12/12 - 11/18/12	Estimate:	1430	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	11/12/12	11/16/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00	NM	5	$2,500.00
	1 X PER DAY														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	MTWTF--	5	$500.00	0.00								
E 4	WKYC	11/12/12	11/16/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	$1,000.00	P-5	0.00	NM	5	$5,000.00
	1 X PER DAY														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	MTWTF--	5	$1,000.00	0.00								
E 5	WKYC	11/13/12	11/13/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	$900.00	P-5	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-T-----	1	$900.00	0.00								
E 6	WKYC	11/15/12	11/15/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	$900.00	P-5	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	---T---	1	$900.00	0.00								
E 7	WKYC	11/18/12	11/18/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	------S	:30	1	$500.00	P-5	0.00	NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	------S	1	$500.00	0.00								
E 8	WKYC	11/17/12	11/18/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	$700.00	P-5	0.00	NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-----SS	2	$700.00	0.00								
E 9	WKYC	11/17/12	11/17/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	$600.00	P-5	0.00	NM	1	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-----S-	1	$600.00	0.00								
												Totals		26	$19,425.00